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By: Laurie A. Boylan
Laurie A. Boylan

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTOR(S) : Calabria et al.
TITLE : SERVER-BASED KEYWORD
ADVERTISEMENT MANAGEMENT
APPLICATION NO. : Unknown
FILED : Herewith
CONFIRMATION NO. : Unknown
EXAMINER : Unknown
ART UNIT : Unknown
LAST OFFICE ACTION : N/A
ATTORNEY DOCKET NO. : D/A3360Q1
XERZ 2 00688

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In accordance with 37 C.F.R. §§ 1.56, 1.97, 1.98 and MPEP § 609, applicant(s) submit(s) the following Disclosure Statement concerning art of which the applicant(s) is(are) aware. A copy of PTO-1449 is enclosed herewith.

In accordance with the United States Patent and Trademark Office OG Notice dated 05 August 2003, waiving the requirement under 37 C.F.R. §1.98(a)(2)(i), for submitting a copy of each cited U.S. patent and each U.S. patent application publication for all U.S. national patent applications filed after June 30, 2003, Applicant(s) has not enclosed copies of the cited U.S. patents with this Disclosure.

Under § 1.98(a)(3), no concise explanation of relevance is required for information that is in the English language. Accordingly, the enclosed art require no further explanation (or no translation is available).


Consideration of the appropriate paragraph(s) indicated below is respectfully requested:

- ☒ **WITHIN THREE MONTHS OF FILING:** Under § 1.97(b)(1), this Information Disclosure Statement is being filed within three months of the filing date of the application. Although it is believed no fee is necessary, any deficiency in fees should be charged to Deposit Account No. 24-0037.
- ☐ **BEFORE FIRST OFFICE ACTION:** Under § 1.97(b)(3), this Information Disclosure Statement is being filed before the mailing date of a first Office Action on the merits. Although it is believed no fee is necessary, any deficiency in fees should be charged to Deposit Account No. 24-0037.
- ☐ **INTERNATIONAL SEARCH REPORT:** Under § 1.97(e)(1), the undersigned certifies that each item of information contained in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this statement. Although it is believed no fee is necessary, any deficiency in fees should be charged to Deposit Account No. 24-0037.
- ☐ **BEFORE FINAL ACTION/WITH FEE:** Under § 1.97(c)(2), this information shall be considered if filed before the mailing date of a final action if accompanied by a fee in the amount of \$180.00 as required by §1.17(p). Accordingly, the necessary fee accompanies this Information Disclosure Statement. Any overpayment or deficiency can be charged to Deposit Account No. 24-0037.
- ☐ **PRIORITY CLAIM:** The attached PTO 1449 Form includes all patents, publications, or other information previously cited by or submitted to the Office in one or more prior applications from which the present application claims priority. These one or more prior applications are identified in the papers accompanying the filing of this application. In accordance with 609 MPEP, only copies of art not previously submitted are enclosed.

Respectfully submitted,

FAY, SHARPE, FAGAN,
MINNICH & McKEE, LLP

19 December 2003
Date


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INFORMATION DISCLOSURE STATEMENT BY APPLICANT(S)	Substitute for form 1449A/PTO		Complete if Known	
			Application Number	Unknown
			Filing Date	Herewith
			First Named Inventor	Calabria et al.
			Art Unit	Unknown
			Examiner Name	Unknown
Sheet 1 of 3			Attorney Docket No.	D/A3360Q1 (XERZ 2 00688)

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No.	Document No. Number-Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	AA	US-6,269,361	07/31/2001	Davis et al.	
	AB	US-6,285,987	09/04/2001	Roth et al.	
	AC	2001/0051911	12/13/2001	Marks et al.	
	AD	2001/0051940	12/13/2001	Soulanille	
	AE	2002/0128959	09/12/2002	Kostic et al.	
	AF	2002/0165849	11/07/2002	Singh et al.	
	AG	2002/0169760	11/14/2002	Cheung et al.	
	AH	2003/0028529	02/06/2003	Cheung et al.	
	AI	2003/0033292	02/13/2003	Meisel et al.	
	AJ	2003/0055729	03/20/2003	Bezos et al.	
	AK	2003/0055816	03/20/2003	Paine et al.	
	AL	2003/0093285	05/15/2003	Colace et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.	Foreign Patent Document Country Code-Number Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T
	AM	WO 01/082178 A3	11/01/2001	PCT		<input type="checkbox"/>
	AN	WO 01/82178 A2	11/01/2001	PCT		<input type="checkbox"/>
	AO	WO 01/90947 A1	11/29/2001	PCT		<input type="checkbox"/>
	AP	WO 03/010689 A1	02/06/2003	PCT		<input type="checkbox"/>

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T
	AQ	Web advertising that actually works, David Kirkpatrick, Fortune, March 31, 2003.	<input type="checkbox"/>
	AR	Agglomerative clustering of a search engine query log, Doug Beeferman and Adam Berger, KDD 2000, pgs. 407-416.	<input type="checkbox"/>
	AS	Probabilistic Models for Unified Collaborative and Content-Based Recommendation in Sparse-Data Environments, Alexandrin Popescul, Lyle H. Ungar, David M. Pennock, and Steve Lawrence, Proceedings of the Seventeenth Conference on Uncertainty in Artificial Intelligence (UAI-2001), 2001.	<input type="checkbox"/>

Examiner Signature		Date Considered	
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			Application Number	Unknown
			Filing Date	Herewith
			First Named Inventor	Calabria et al.
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	BA	US-2003/0101126	05/29/2003	Cheung et al.	
	BB	US-2003/0105677	06/05/2003	Skinner	
	BC	US-2003/0149938	08/07/2003	McElfresh et al.	
	BD	US-			
	BE	US-			
	BF	US-			
	BG	US-			
	BH	US-			
	BI	US-			
	BJ	US-			
	BK	US-			
	BL	US-			

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Examiner Initials*	Cite No.	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T
		Country Code-Number Kind Code (if known)				
	BM	WO 03/014865 A2	02/20/2003	PCT		<input type="checkbox"/>
	BN	EP 1 282 051 A1	02/05/2003	EP		<input type="checkbox"/>
	BO	EP 1 298 568 A2	04/02/2003	EP		<input type="checkbox"/>
	BP	EP 1 320 042 A2	06/18/2003	EP		<input type="checkbox"/>

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published		T
	BQ	Probabilistic Query Expansion Using Query Logs, Hang Cui, Ji-Rong Wen, Jian-Yun Nie, and Wei-Ying Ma, WWW2002, May 7-11, 2002, ACM 1-58113-449-5/02/0005.		<input type="checkbox"/>
	BR	Query Expansion Using Local and Global Document Analysis, Jinxi Xu and W. Bruce Croft, SGIR, 1996.		<input type="checkbox"/>
	BS	Accurate Methods for the Statistics of Surprise and Coincidence, Ted Dunning, Computing Research Laboratory, New Mexico State University, Las Cruces, NM, January 7, 1993.		<input type="checkbox"/>

Examiner Signature		Date Considered	
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	CA	US-			
	CB	US-			
	CC	US-			
	CD	US-			
	CE	US-			
	CF	US-			
	CG	US-			
	CH	US-			
	CI	US-			
	CJ	US-			
	CK	US-			
	CL	US-			

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Examiner Initials*	Cite No.	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T
		Country Code-Number Kind Code (if known)				
	CM					<input type="checkbox"/>
	CN					<input type="checkbox"/>
	CO					<input type="checkbox"/>
	CP					<input type="checkbox"/>

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS				
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	CQ	AuGEAS (AUTHoritativeness Grading, Estimation, and Sorting), Ayman Farahat, Geoff Nunberg, and Francine Chen, CIKM'02, November 4-9, 2002, ACM 1-58113-492-4/02/0011, pp. 194-202.		<input type="checkbox"/>
	CR			<input type="checkbox"/>
	CS			<input type="checkbox"/>
	CT			<input type="checkbox"/>
	CU			<input type="checkbox"/>

Examiner Signature		Date Considered	
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